

Message Text

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PAGE 01 BUCHAR 05642 041426Z

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ACTION CU-04

INFO OCT-01 EUR-12 ISO-00 (ISO) W

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FM AMEMBASSY BUCHAREST

TO USIA WASHDC

INFO SECSTATE WASHDC 5344

UNCLAS BUCHAREST 5642

USIA FOR IMV, IEU

E.O. 11652: N/A

TAGS: SCUL RO

SUBJECT: SPECIAL ROM TV REQUEST FOR NEW YEAR'S EVE PROGRAM

REF: WILLS' NOTE TO FILES DATED 10/7/75 RE VORNICU CONVERSATION

1. ROM TV PROGRAMMING DIRECTOR TUDOR VORNICU HAS SIMPLIFIED, THOUGH BY NO MEANS MADE SIMPLE, AN EARLIER PROPOSAL HE MADE TO US CONCERNING PARTICIPATION OF PROMINENT AMERICAN PERFORMING ARTIST IN SPECIAL NEW YEAR'S EVE TELEVISION BROADCAST (PROPOSAL WAS REPORTED IN REF NOTE). SPECIFICALLY, HE IS INTERESTED IN OBTAINING A FILM CLIP OF ANY "POPULAR" AMERICAN SINGER PERFORMING ONE OR TWO OF HIS OR HER BEST-KNOWN SONGS. VORNICU DROPPED NAMES OF SEVERAL MAJOR PERFORMERS (DAN MARTIN, DIONNE WARWICK, ARETHA FRANKLIN, HARRY BELAFONTE, KAREN CARPENTER), BUT EMPHASIZED ANY AMERICAN WELL KNOWN IN ROMANIA (ALMOST ALL "POPULAR" AMERICAN SINGERS AND GROUPS ARE KNOWN IN ROMANIA). ACCORDING TO HIS PROPOSAL, FILM CLIP COULD BEGIN WITH ARTIST SAYING TWO OR THREE WORDS IN ROMANIAN (FERICIARE, BUCURIE, LA MULTI ANI" LIBERALLY TRANSLATED: HAPPINESS, LONG LIFE, HAPPY NEW YEAR), PROCEED DIRECTLY INTO SONGS (THAT COULD BE LIP-SYNCHED), AND END PERHAPS WITH REPEAT OF ROMANIAN SALUTATIONS. COACHING FOR ROMANIAN PHRASES COULD BE SUPPLIED BY VOA STAFFER.

2. IN MAKING PROPOSAL, VORNICU WARMLY RECALLED USIA/IMV ASSISTANCE SEVERAL YEARS AGO IN ARRANGING SIMILAR FILM CLIP WITH UNCLASSIFIED

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DIONNE WARWICK. WE INFORMED VORNICU THAT HIS PROPOSAL WOULD

BE PROBLEMATIC AND PROBABLY IMPOSSIBLE FOR USIA, EVEN THOUGH
A WIDE RANGE OF AMERICAN ARTISTS WOULD BE ACCEPTABLE.

3. WOULD APPRECIATE IMV REACTION TO ROMTV PROPOSAL,
SPECIFICALLY WHAT LIKELIHOOD IS FOR SETTING UP FILMING SESSION
IN AGENCY STUDIOS WITH AN ARTIST IN NEXT 45 DAYS. WE ARE
SUBMITTING PROPOSAL AS LONG SHOT; PROBLEMS OF PLACEMENT HERE
ARE SUCH THAT WE BELIEVE WE SHOULD MAKE EFFORT TO TRY TO TAKE
ADVANTAGE OF EVERY OPENING OFFERED BY ROM TV, EVEN THOSE THAT
ARE NON-SUBSTANTIVE IN NATURE AS IN THIS CASE. PERHAPS
PROJECT WOULD BE MORE FEASIBLE IF IT WERE DONE FOR ALL
COUNTRIES IN EE, THAT IS FILM ONE SEGMENT WITH SONGS, THEN
EDIT IN BEFORE AND AFTER THIS SEGMENT SALUTATIONS SPOKEN IN
THE VARIOUS LANGUAGES. PLS ADVISE.

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